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The Computerized Society

by James T. Martin and
Adrian R. D. Norman

Shows you what measures to take now to insure your benefiting from developments in data processing technology and communications over the next 15 years. Projects those developments and discusses ways of averting their disadvantages. Examines the technology of computers and communications and the impact of these systems on the home, school, work, environment, and government. Analyzes data banks—the key to the exploitation of cheap data processing power.

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Here are all the latest facts on telecommunications technology that you need to move ahead in this exciting new field

**Telecommunications
and the Computer**

by James T. Martin

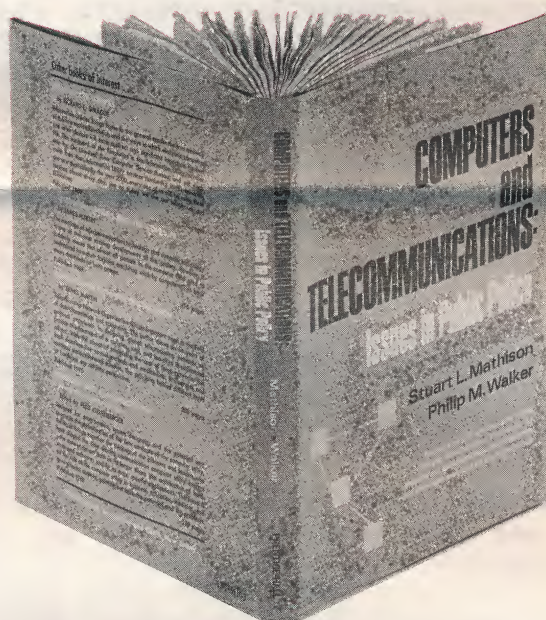
Here is a description of the working of the world's telecommunication lines and their usage for computer data transmission—a clear, full treatment of the common carrier equipment currently available. A practical, easy-to-read guide that promotes comprehension and cohesion between data processing personnel and telecommunications personnel—giving the technology both groups need to advance in the data transmission field. Fills you in on the latest developments and forecasts future developments. Shows what errors to expect and how to combat them. Describes all telecommunications lines and the computer hardware and software used in data transmission.

HERE, from the latest developments in government policy, to the newest technological innovations, is the know-how you need to move ahead in the field of telecommunications and computers.....

What RECENT FCC rulings mean to you

NEW alternatives open to users of data communications & remote-access computer services

The CAPABILITIES & limitations of the data communications & remote-access computer services



New opportunities to provide INNOVATIVE services

IMPENDING changes in the existing communication facilities & services

CRITICAL public policy issues that are shaping the future of the data communications & remote-access computing industries

"The first authoritative study of a new era in communications..."

**--William A. McWhirter
LIFE MAGAZINE
December 5, 1969**

Dear Sir:

During the last decade, you have undoubtedly observed the rapid convergence of the computer and telecommunications industries and resultant changes in their technology, regulatory environment, and industrial structures. At times, these changes occur so swiftly industry is unprepared and misses the opportunities created by these changes.

But now, Stuart Mathison and Philip Walker have written a book which provides you with the information you need to take advantage of today's opportunities -- be first in line to move in on future developments as well.

This unique guide gives you up-to-the-minute coverage of the vast new opportunities created by recent changes in FCC regulations, technological developments, and new trends in the rapidly growing computer/communications services industry. It explains simply and concisely the complex legal and regulatory concepts involved.

Next it identifies and examines several unresolved public policy issues which will do much to shape the future structure of the data communications and

remote access computing industries. Then it points out impending technological and regulatory developments.

Get all the facts on the opportunities
growing out of changes in FCC regulations.

You'll get detailed explanations of changes in the FCC regulatory environment, including topics such as the FCC's landmark Carterfone and MCI rulings, along with a discussion of resultant market openings and chances to provide or use new services and equipment. You'll see new markets for modems, multiplexers, microwave equipment, and private branch exchange (PBX) systems. You'll learn of new communication services which may now be offered by any organization, as a result of the FCC's Computer/Communications Inquiry. You'll also learn how firms can now interconnect their private communication systems -- telephone switchboards, intercom systems, mobile radio, or microwave -- to the public telephone network.

Armed with this up-to-the-minute information on the changing regulatory environment and its impact on present and future data transmission and computer/communication services, you can take advantage of emerging new business opportunities, and evaluate alternative courses of action in order to get improved services at lower cost. You'll see, for instance, how an organization can now save large sums of money by making an arrangement with one or more other organizations to alternate in the use of a voice or sub-voice grade line.

Find out about all the latest developments.

Now you'll be able to make short and long-range plans with much more certainty because you'll get an all-inclusive look at the changing computer/communications services industry:

- * See at a glance what various companies are working on, providing, or changing. For example, explore the characteristics and potential of new computer-based remote access services, the future implications of the telephone companies' converting to an electronic switching system, and the new tariff regulations permitting use of "foreign attachments" and the sharing of certain communication lines.
- * Find out about the recent availability of digital transmission systems, called T-carriers, and their future potential for reducing the high costs and frequent errors associated with today's data transmission methods.
- * Learn what new computer techniques are emerging, and what new data processing and data switching/transmission services the communications common carriers are starting to provide. For instance, discover eight new computerized message-switching services offered to the public by Western Union and several other firms, and three types of high-speed broadband communication services recently introduced by AT&T.
- * Get a briefing on possible future changes in common carrier pricing practices, such as charging subscribers

according to the amount of information transmitted rather than the time required for its transmission.

- * Learn about government-sponsored research projects, such as a cross-country communication network interconnecting university time-sharing computers, which indicate the nature of future computer/communication systems.

Anticipate future developments.

Learn about the FCC's recent MCI decision, which authorized a new type of communications common carrier providing a wide variety of communication services heretofore unavailable. Also, learn in detail about a nationwide data transmission network -- using rapid computer switching and digital transmission -- which the FCC may authorize in the near future. University Computing Company has proposed to build this network, which is designed for data and would be entirely separate from the public telephone system. Explore other evolutionary and revolutionary changes in common carrier communications services resulting from technological developments and the expanding requirements for data communications in the decade ahead.

**Take advantage of this potent information --
FREE for 15 days.**

If you'd like to put this authoritative information to work for you, simply complete and mail the enclosed order card to receive your FREE 15 day examination copy of COMPUTERS AND TELECOMMUNICATIONS: Issues in Public Policy.

Read about recent Government and common carrier policy changes, and the resulting opportunities; learn about future developments. When you're convinced it will help you plan your computer/communication systems, or the use of them, send us your check for the amount shown on the order card. Otherwise, return the book after 15 days and owe nothing.

But order it now -- learn about these exciting new opportunities today!

Sincerely,

Steven T. Landis

Steven T. Landis

ABOUT THE AUTHORS

Stuart L. Mathison is a member of the Information Systems Group, Arthur D. Little, Inc., and a Lecturer in the Northeastern University Graduate School of Engineering. Philip M. Walker is a member of the Directorate for Automation Policy, Office of the Secretary of Defense. The authors have served as consultants to the Antitrust Division of the U. S. Department of Justice, the President's Task Force on Communications Policy, and the Diebold Group, Inc. They have collaborated on numerous reports and articles in the computer/communications field.

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